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# PATENT ABSTRACTS OF JAPAN

(11)Publication number : 05-342223

(43)Date of publication of application : 24.12.1993

(51)Int.Cl.

G06F 15/21

G06F 9/44

G07G 1/12

(21)Application number : 04-145798

(71)Applicant : OMRON CORP

(22)Date of filing : 05.06.1992

(72)Inventor : FUJIWARA YOSHISUE  
YOSHIDA CHINAMI

## (54) SALES PRICE DECISION SUPPORTING DEVICE

### (57)Abstract:

**PURPOSE:** To automatically decide a sales price capable obtaining the highest profits by determining a proper profit rate from a cost and the target sales number by the membership functions and the fuzzy rules of each of the cost, the target sales number and the profit rate.

**CONSTITUTION:** A fuzzy rule storage means stores the fuzzy rule setting the cost and the target sales number to be an antecedent part and the profit rate to be a consequent part. When the cost is low (N), for example, and the target sales number is average (ZR), the profit rate is set to be a little higher (PS) and when the cost is high (P) and the target sales number is large (P), the profit rate is set to be the lowest (NL). Then, a fuzzy inference means determines a proper profit rate from inputted cost and the target sales number by the membership function of the cost, that of the profit rate and the membership function/fuzzy rule of the profit rate. Furthermore, a sales price calculating means calculate a sales price from the obtained profit rate and the inputted cost.

目標価格	N	ZR	P
コスト	PI	PS	ZR
ZR	PS	ZR	NS
P	ZR	NS	N

## LEGAL STATUS

[Date of request for examination]

[Date of sending the examiner's decision of rejection]

[Kind of final disposal of application other than the examiner's decision of rejection or application converted registration]

[Date of final disposal for application]

[Patent number]

[Date of registration]

[Number of appeal against examiner's decision of rejection]

[Date of requesting appeal against examiner's  
decision of rejection]

[Date of extinction of right]

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